

ABSTRACT OF THE DISCLOSURE

The present invention relates to a flexible magnetic wafer seal for adhesive attachment to folded pieces, such as brochures, folded cards, self-mailers and postal mailers, which are generally made of card stock. One or more flexible magnetic wafer seals may be adhesively attached to the open edges of a folded piece to secure the open edges together, for example, as required during the mailing process. The magnetic wafer seal can then be broken, preferably along at least one line of weakness, allowing the piece to be unfolded and converting the magnetic wafer seal into at least two magnetic holders for securing a piece to a metal surface. The unfolded piece can then be secured to a metallic surface by placing the side of the piece with the magnetic holders against the metallic surface, thereby allowing the magnetic holders to engage the metal surface, holding the piece in place.